

Welcome first-timers!

Here are some tips from the PNBA Board to learn the ropes and make the most of the show!

Throughout the show, keep your eyes peeled for folks with “PNBA Board” stickers on their badge or stop by the PNBA Board Welcome Table on the show floor. We’re here to answer questions and learn about you and your store, and can help you put together a plan to make the most of your time at PNBA.

This is your opportunity to learn about new books, meet authors and illustrators, and share best store practices. Don’t be scared to chat with the person next to you at breakfast or behind you in a signing line. Introduce yourself and your store to publisher reps and share some information about your specialties or location. This is your chance to let your store shine!

It’s easy to feel overwhelmed –many of us are introverts at heart- be sure to take breaks and drink lots of water. Simply asking “What are you reading?” or “What sessions are you attending?” can lead to inspiration. Remember that there are no silly questions! We are all here to learn, share, problem solve, and discover. Overall, have fun and learn lots!

On the show floor, bask in the book joy! Publishers are here to share information about upcoming or recently released books and authors that they are most excited about. Many have stacks of galleys to share while some may only have a copy or two for display. If you are interested in a title to bring back to the store, just ask! Be ready with your phone to take pictures of things that might be a good fit for your store that can’t come home with you.

On education day, put on your thinking caps! Booksellers and book professionals are here to share their best ideas and information with you to make your store the best it can be. Take lots of notes and share any ideas with your store and staff when you return.

After the show, follow up with publishers you connected with or drop an email to other booksellers that you exchanged cards with while everything is still fresh. After a few weeks, you might be looking at your stack of business cards wondering, “Who was that person again?”

The board would love to hear from you! E-mail us at board@pnba.org with any feedback , positive or negative, you have about the show. We want it to be the best and most welcoming show possible!

Have on hand:

- business cards, bookmarks, or stickers you want to share with new colleagues
- a water bottle, lip balm, and comfy shoes
- any preferred masks or hand sanitizer
- a notebook and pen for show floor notes and education session ideas

Create:

- A list of vendors and publishers you want to meet on the show floor
- A plan about which education sessions best suit your store needs